



Keith L. Myers
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March 8, 1995

TO: MARY REYNOLDS -
SPORTS MARKETING DEPT.

RE: WATKINS GLEN PROMOTION

Dear Mary:

I am writing to you at the request of Curtis Gray to solicit your assistance in the building of the following innovative sales program in the Buffalo Region. I have put together a program to build RJR sales and on-going display position in about 200 independent Mobil stations in the upstate NY area. This program is built on selling these franchise owners on this initial program, while maintaining the display position and presence on-going. The Mobil stations included are key players in driving our business in the Convenience/Gas outlets in our market.

The program will include on on-going commitment on the part of these owners to participate in our BASE contractual program, as well as Co-Marketing. These programs are crucial to building RJR sales in these competitive hotbeds. The initial program will include not only the initiation of the aforementioned contractual programs, but also a temporary program to take advantage of the ever growing NASCAR race enthusiasm in this market.

With your assistance, we will offer 4 to 6 slots in a Watkins Glen driving school. 2 to 4 slots will be randomly drawn from the consumer entries at participating stores. The last two slots will be given to a dealer or dealers randomly chosen from those who wish to participate. I have also tied in some temporary displays and signage. The display will feature our 1995 Winston Select Collector Pack, as well as others. The signage and communication of the program will be handled locally utilizing Co-Marketing funds.

I am looking forward to your assistance in working through the details in obtaining the driving slots from the good folks at Watkins Glen, at preferably no or little cost to RJR, seeing as we

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work so closely with them on the NASCAR "Winston Cup" event. Curtis has assumed that yourself and the people in Sports Marketing are as eager to develop these innovative programs to build sales, as we in the field are. I feel confident that working as a team towards the final goal of selling more cigarettes, profitably, we can contribute towards the overall success of this organization.

I will eagerly await your response and welcome any suggestions and/or idea's you may have.

Sincerely,

Keith Myers

K.L. Myers

Division Sales Manager/#1624

KLM:etb

cc: R.C. Farmer

T.A. McMahon, R.J. Westenberger, R.R. Steele (more details forthcoming)

C. Gray - SME

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Bucky

Stan Parker
BMW CCA Genesee Valley Region
P.O. Box 261
Fairfield, NY 14450

Phone: 716-388-1050

Mr. Reg Fridmore
Class Motorcycle Safety Schools
14958 Palma Drive
Ventura, CA 93003

Phone: 1-800-235-7228

Mr. Kent Anderson
Anderson Brothers Specialties, Inc.
Quattro Club U.S.A.
7700 Quattro Drive
Chanhassen, MN 55317

Phone: 612-937-8639

Mr. Brian M. Bailey
Connecticut Valley Porsche Club
4 Stonegate Court
Danbury, CT 06811

Phone: 914-565-7660 ext. 524 (w)
Fax: 914-565-1155

Mr. C. William Campbell
Niagara Porsche Club
391 Malwood Drive
Rochester, NY 14626-4810

Phone: 716-225-5043

Mr. Ford Shaw
NNJR Porsche Club
15 Ash Street
Basking Ridge, NJ 07920

Phone: 908-356-3100 (w)
908-221-1398 (h)

Mr. Paul Weston
Potomac Region Porsche Club
3692 Marian Drive
Boothwyn, PA 19061

Phone: 302-791-8052 (w)
215-558-0630 (h)
Fax: 215-558-0631 (h)

Mr. Paul Johnston
Riesentoter Region Porsche Club
325 Westtown Road
West Chester, PA 19382

Phone: 215-696-2164
FAX: 215-692-9710

WATKINS GLEN INTERNATIONAL
1994 CLUB CONTACTS

Mr. Pete Tremper
Zone 1 Porsche Club
450 Glassboro Road
Clayton, NJ 08312

Phone: 215-339-6379

Ms. Lauren J. Fix
Shelby Club of Buffalo
P.O. Box 63
Clarence, NY 14031

Phone: 716-684-4467

Mr. Marshal Fletcher
Quattro Club U.S.A.
1359 Winton Road N.
Rochester, NY 14609

Phone: (h) 716-684-7921
Voice Mail 1-800-645-7093 xt 12702

Ms. Susan Warren
Skip Barber Racing School
Route 7
Canaan, CT 06018

#1 choice

Phone: 203-824-0762
Fax: 203-824-0760

Mr. Jack Layne
Track Time Inc.
4600 Middle Drive - Suite A
Youngstown, OH 44505

Phone: 216-759-1868

Mr. Geoff Helfond
Trackmasters, Inc.
209 Northwood Avenue
East Rochester, NY 14448

Phone: 716-586-5285
Fax: 716-287-0084

Mr. Joe Guaranto
Shelby Mustang Club of Rochester
3320 Groth Road
Holley, NY 14470

Phone: 716-638-6653

Jerry A. Molitor, MD
MRI of Elizabeth
for the Ferrari Club of America
415 Morris Avenue
Elizabeth, NJ 07208
Phone: 908-351-7600

1994 SCCA CONTACTS
Glen Region - Chuck Dobbs 739-2958
Finger Lakes-Low Giesy 607-865-7426
CNY - Clyde Corsaro 315-451-5188

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